

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims**

Claims 1-68 (Canceled).

69. (Currently Amended) A method for selling goods and services in conjunction with the Internet, comprising:

receiving, by a computer within a network of computers, session information from a website about a customer session on the website, the website being associated with a selected ~~one of~~ enterprise from a plurality of enterprises and the session information comprising products ~~the~~ a customer is searching;

receiving, by a computer within the network of computers, ~~any~~ customer information [[on]] associated with the customer from the selected enterprise;

determining, by a computer within the network of computers, from the session information and ~~any~~ the customer information that the customer constitutes a sales opportunity appropriate for sales assistance;

executing, by a computer within the network of computers, a matching engine to determine ~~a list of the best~~ one or more desirable sales associates from among a plurality of sales associates for the customer based on the session information, the customer information, and sales associate information associated with ~~about~~ the plurality of sales associates;

notifying, by a computer within the network of computers, the ~~determined best~~ one or more desirable sales associates that [[a]] the sales opportunity regarding the customer exists;

~~enabling each best sales associate to determine whether or not they wish to assist the customer;~~

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~~matching selecting, by a computer within the network of computers, the customer to the a~~  
sales associate from among the ~~determined best one or more~~ desirable sales associates  
who first chooses to assist the customer;

if a predetermined amount of time has passed and none of the best one or more desirable  
sales associates choose to assist the customer, selecting, by a computer within the  
network of computers, one a sales associate from among the best one or more  
desirable sales associates who must assist the customer;

facilitating communication for a sales transaction between the customer and the ~~matched~~  
selected sales associate via the Internet;

receiving, by a computer within the network of computers, sales information;

retrieving, by a computer within the network of computers, from a database of collateral  
sales material, information previously determined to be effective in closing a sale  
given the selected sales associate's profile information, the customer profile  
information and the products the customer is searching; and

providing, by a computer within the network of computers, to the selected sales associate,  
the session information, the customer information, and the retrieved information sales  
information to the matched sales associate based on the particular sales opportunity  
with the customer.

Claim 70 (Canceled).